IT Unit 3

Topic 2

# Ch 2, Data Analytics: Drawing Conclusions, Part 1

**Data Sources,** p 91-107

1. Why is it important to know the source of data and its “chain of custody”?
2. List some easily accessible data sites.
3. What are the advantages of using different data acquisition techniques?

**Acquiring Data,** p 94

1. Distinguish between open & closed questions. List some strengths and weaknesses of both.

**Faults in questions,** p 96

1. List some types of questions that are not effective.

**Conducting interviews,** p 97

1. List some strengths and weaknesses with interviews as a technique for acquiring data.

**Observing subjects,** p 98

1. What are the strengths and weaknesses of observation?

**Surveys and questionnaires,** p 99

1. What are the advantages and disadvantages of these techniques?

**Selecting representative samples**, p 104

1. What types of selection bias exist?

**Querying resources,** p 105

1. What is the role of built-in services in databases?
2. Give examples of 2 types of queries.
3. What is an application programming interface, (API)?
4. Why should the sources of data you use be acknowledged?